Redefining beauty

As seen on CNN and Oprah Winfrey Show and on the Pages of ELLE and ALLURE magazines...

Restylane IS HERE!!!!!!

The instant and long-lasting wrinkle correction you have been waiting for! Discover the treatment that women and men from Europe, Canada and 60 countries worldwide have been raving about for the past 8 years!

We are pleased to announce the new "Best In Class" FDA approved wrinkle filler, Restylane.

Restylane is "redefining" everything you thought you knew about wrinkle fillers:

- Restylane is a safe and natural "Non-Animal Stabilized Hylauronic Acid Gel" used to fill wrinkles. No potential risk of animal or human disease transmission.
- Restylane has been used worldwide for over 8 years.
- Over one MILLION patients worldwide have experienced the results of Restylane
- Restylane has also been shown to maintain its results and last longer than collagen.
- Results can last for up to 6 months!
- You will also be happy to know that No Skin Test is required before using Restylane.

We are very excited to bring you this exciting new treatment. Call our office today at (978) 462-8300 and schedule your appointment for your Restylane.
RESTYLANE MEDIA MESSAGES

UNIQUE BENEFITS OF RESTYLANE

Restylane is a new, natural and longer-lasting solution for men and women looking to fight lines and wrinkles.

- It's the first and only FDA-approved injectable dermal filler made of non-animal stabilized Hylauronic acid or NASHA.
- Restylane represents the next frontier of soft-tissue fillers since:
  1. It effectively erases lines folds by adding volume beneath the skin's surface to lift the skin and smooth out wrinkle or fold;  
  2. It's made of a natural substance already found in the human body, so it’s safe and completely biodegradable;  
  3. It's not derived from an animal or human source, so it's pure, and doesn't pose a risk of allergy or disease transmission;  
  4. It's long-lasting, but not permanent, so it's naturally broken down over time;  
  5. It has a decade-long track record for being safe, effective and trusted by physicians and patients in over 60 countries.

- Restylane is NASHA or Non-Animal Stabilized Hylauronic Acid, the purest form of Hylauronic acid available in the world.
  - NASHA is almost identical to the Hylauronic acid found in the body, so it's completely biodegradable & integrates naturally into the tissue to allow important nutrients to pass through to the injection site.

The ideal injectable would be biocompatible, easy to use, long-lasting in its cosmetic results and free of pain and complications. Restylane brings us closer to such an ideal and should be considered the new standard in non-permanent, soft tissue injectables to correct lines and wrinkles.
**BENEFITS OF RESTYLANE VERSUS OTHER FILLERS**

*In many ways, Restylane is the ideal injectable and offers several advantages over current treatments.*

**Restylane vs. Hylaform**
- Restylane in the gold standard of HA-based fillers given its unmatched efficiency, safety & durability both in real-world use & published clinical data.
- Restylane is non-animal derived, so there’s minimal chance of an allergic reaction and no patient allergy testing required before procedure. Hylaform is derived from rooster combs so there is a risk of transfer of infectious substances or an allergic response, especially to those people who are allergic to chicken or eggs.
- Restylane is the most tried, studied, and documented Hylauronic acid filler in the world.

**Restylane vs. Collagen (bovine or human)**
- Restylane is non-animal derived, so there’s minimal chance of an allergic reaction and no patient allergy testing required before the procedure. Bovine Collagen requires an allergy test almost six weeks prior to the procedure.
- Restylane's effects can last up to a 6-9 months, which is longer than bovine and human-derived collagen, which last anywhere from 4 to 6 months.

**Restylane vs. Permanent Fillers (Artefill, Radiance, Silicone)**
- Restylane is naturally broken down by the body's own mechanism for degrading Hylauronic acid. It's unlike permanent fillers, which contain artificial ingredients like plastic beads.
- As we age, our faces change, so if you fill an area with permanent filler now, it may not be the look you want 20 years from now. Restylane lasts longer than most soft-tissue fillers but disappears over time, so you can get Restylane every year to suit the needs of your changing face.
Facts About Restylane

What's it indicated or for?
- It's intended for the temporary correction of facial lines and folds, such as nasolabial folds, which are more commonly called smile lines.

What's it made of?
- Restylane is NASHA or Non-Animal Stabilized Hylauronic Acid, the purest form of Hylauronic acid available in the world.
  - NASHA is almost identical to the Hylauronic acid found in the body, so it's completely bio-degradable & integrates naturally into the tissue to allow important nutrients to pass through to the injection site.

How does it work?
- Restylane adds volume in two ways: first the gel itself lifts the skin, and then Hylauronic acid attracts the binds water molecules which add more volume. How do we know it works?
- In pivotal clinical studies comparing Restylane to bovine collagen:
  - Restylane provided superior correction of nasolabial folds in more than half (56.9%) of the patients.
  - In six months almost 70 percent (67.2%) of collagen-treated folds had returned to their pre-treatment condition, compared to only about 30 percent (29.9%) of Restylane-treated folds.

How do we know it's safe?
- It's been used for almost a decade in 60 countries for the correction of facial wrinkles and folds, and lip enhancement.
- It's the most studied Hylauronic acid based filler in the world & has been used in more than 1 million procedures worldwide.
- In clinical studies there has been a 1 in 2,000 chance of an adverse event like minor discomfort at the injection site. The most commonly reported adverse events in clinical studies were swelling, bruising and redness.

How long does it take?
- The Restylane treatment is a simple convenient procedure and its results are visible immediately thereafter.

Is it Painful?
- Like all injectables there may be some minor discomfort at the injection site which can be minimized by numbing creams or a nerve block. It's important to talk to your physician about the best way to minimize any discomfort during the procedure.

Can it be used with Botox?
- Yes. The effects of Botox and Restylane complement one another. A recent study showed that Restylane used in combination with Botox to great glabellas lines, produces long-lasting results than Botox alone.

Can it be used in other areas of the face (i.e., other than NL folds)?
- Restylane has been used in over 60 countries to correct a variety of wrinkles and to enhance the appearance and fullness of lips.
CONSENT TO RECEIVE RESTYLANE INJECTIONS

A. PURPOSE AND BACKGROUND
1. As my patient, you have requested my administration of Restylane; a stabilized Hylauronic acid used in the correction of wrinkles on the face and undesired folds in the facial skin. All medical and cosmetic procedures carry risks and may cause complications. The purpose of this document is to make you aware of the nature of the procedure and its risks in advance so that you can decide whether or not to go forward with the procedure.

B. PROCEDURE
1. This product is administered via syringe, or injection, into the areas of the face sought to be filled with Hylauronic acid to eliminate or reduce the wrinkles and folds.

2. An anesthesia, numbing medicine used to reduce the discomfort of the injection,

3. The treatment site(s) is washed first with an antiseptic (cleansing) solution.

4. Restylane is a clear transparent gel that is injected under your skin into the tissue of your face using a thin gauge (300) needle.

5. The depth of the injection(s) will depend on the depth of the wrinkle(s) and its location(s).

6. Multiple injections might be made depending on the site, depth of deformity, and technique used.

7. Following each injection, the correction site will be massaged to conform to the contour of the surrounding tissues.

8. If the treated area is swollen directly after the injection, ice may be applied on the site for a short period.

9. After the first treatment, additional implantation of Restylane may be necessary to achieve the desired level of correction.

10. Periodic touch-up injections help sustain the desired level of correction.
C. RISKS/DISCOMFORT

1. Although a very thin needle is used, common injection-related reactions could occur. These could include: some initial swelling, pain, itching, discoloration, bruising or tenderness at the injection site. Those reactions could increase if you are using substances that reduce blood clotting such as aspirin or other nonsteroidal anti-inflammatory drugs such as Advil.

2. These reactions generally lessen or disappear within a day or two.

3. As with all injections, this procedure carries the risk of infection. The syringe is sterile and standard precautions associated with injectable materials have been taken.

4. Some temporary lumpiness may occur before the balance of a normal tissue pressure can result from absorption of the Restylane compound.

5. Some patients may experience additional swelling or tenderness at the implant site and rarely pustules might also form. These reactions might last for as long as approximately 2-weeks, and in appropriate cases may need to be treated with oral corticosteroids or other therapy.

6. Restylane should not be used in patients who have experienced this hypersensitivity, those with severe allergies, and should not be used in areas with active inflammation or infections (e.g., cysts, pimples, rashes, or hives).

7. It also should not be used in areas other than the tissue of the face.

8. If you are considering laser treatments, chemical skin peeling or any other procedure based on a skin response after Restylane treatment, or you have recently had such treatments and the skin has not healed completely, there is a possible risk of an inflammatory reaction at the implant site.

9. Most patients are pleased with the results of Restylane use. However, like any cosmetic procedure, there is no guarantee that you will be completely satisfied. There is no guarantee that wrinkles and folds will disappear completely, or that you will not require additional treatments to achieve the results you seek. While the effects of Restylane use can last longer than other comparable treatments, the procedure is still temporary. Additional treatments will be required periodically, generally within 6-month to one-year, involving additional injections for the effect to continue.

10. After treatment, you should minimize exposure of the treated area to excessive sun or UV lamp exposure and extreme cold weather until any initial swelling or redness has gone away.
D. BENEFITS
Restylane has been shown to be safe and effective when compared to other approved collagen skin implants and related products to fill in wrinkles, lines and folds in the skin on the face. Its effect, once the optimal location and pattern of cosmetic use is established, can last 6-months or longer without the need for re-administration.

E. ALTERNATIVE
This is strictly a voluntary cosmetic procedure. No treatment is necessary or required. Other alternative treatments which vary in sensitivity, effect and duration include: animal-derived collagen filler products, dermal fillers derived from the patient's own fat tissues, synthetic plastic permanent implants, or bacterial toxins that can paralyze muscles that cause some wrinkles.

F. COST/PAYMENT
The cost of treatment will be billed to you individually. Since most uses of Restylane are considered cosmetic, they are generally not reimbursable by government or private health care insurers.

G. QUESTIONS
This procedure has been explained to you by your physician, or the person who signed below and your questions were answered. If you have any other questions about this product or procedure, you may call Dr Michele Sasmor or her associate Dr Michael Kutka at (978)462-8300.

H. CONSENT
You have been given a copy of this consent form. Your consent and authorization for this procedure is strictly voluntary. By signing this informed consent form, you hereby grant authority to your physician to perform Facial Augmentation and Filler Therapy/Injections using Restylane and/or to administer any related treatment as may be deemed necessary or advisable in the diagnosis and treatment of your condition. The nature and purpose of this procedure, with possible alternative methods of treatment as well as complications, have been fully explained to your satisfaction. No guarantee has been given by anyone to the results that may be obtained by this treatment. I have read this informed consent and certify that I understand it contents in full. I have had enough time to consider the information from my physician and feel that I am sufficiently advised to consent to this procedure. I hereby give my consent to this procedure and have asked to sign this form after my discussion with the physician.

PATIENT SIGNATURE: ________________________

PHYSICIAN SIGNATURE: ______________________

DATE: __________________